

# Getting Along With Your Licensee

Presenters:

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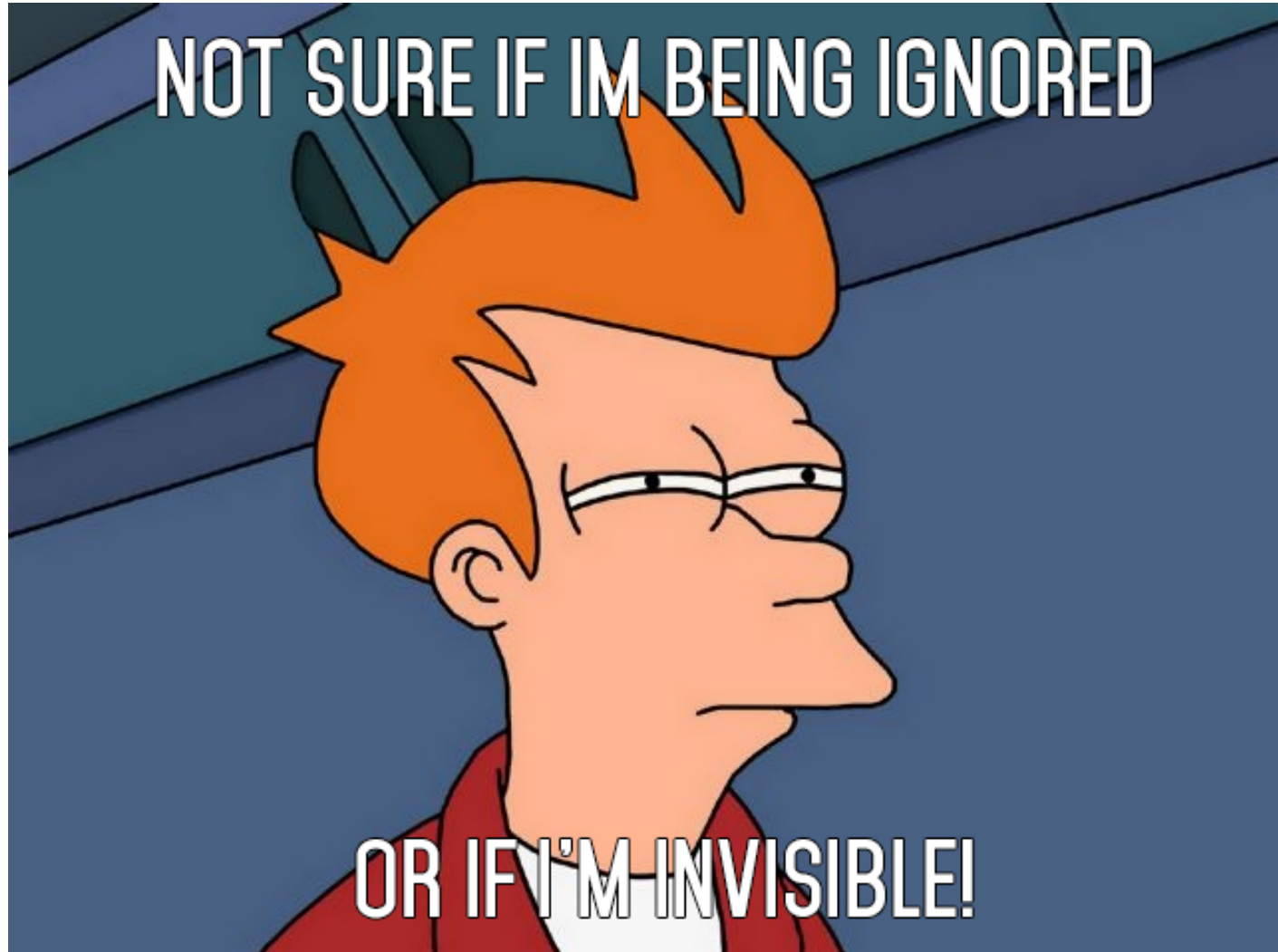
# Sometimes Working With Your Licensee Can Feel Like This



Or This



Or Even This



# How Do You Get Along With Your Ownership?



# Seton Hall University Is A Catholic University



# And WSOU Plays This 123 Hours Per Week



# How Do We Get Away With It?





# WE DON'T!

- What WSOU has, is a system that creates a relationship that works with our Catholic university
- It's a system that reflects our campus culture
- Anyone in this room can, and should, create such a system, one that reflects your campus culture

# Seton Hall Wants The Same Thing All Broadcast License Holders Want!



# VALUE!!!

- Anyone who holds a broadcast license needs to feel that they are getting value from their investment
- Commercial broadcasters demand value from their radio and TV properties everyday
- If a broadcaster feels that a station isn't producing enough value, that station will be changed or sold

# VALUE

- How does a student-run station go about providing value to its ownership?
- If profit isn't the motive, what does a positive relationship with ownership look like?

# Key Reasons Why Our Relationship with the University Works

## #1: We Have Rules & We Follow Them, Such As...

- Music Selection Guidelines that respects Seton Hall's values & follow the Catholic mission
  - No anti-religious content
  - No excessively violent lyrics
  - No references to drugs & alcohol that portrays them in a positive manner
  - Avoidance of overly sexualized content
  - Nothing that denigrates others, such as racism, sexism, etc.

# Key Reasons Why Our Relationship with the University Works

**#2:** We Assist the University Whenever We Can:

- University Weekend
- Broadcasting during emergency situations
- Assisting with and broadcasting on-campus concerts and events
- Recruitment and Open House events
- Broadcasting athletic events
- Program partnerships with other university units
- On-air promotion
- Commercial and program production

# Key Reasons Why Our Relationship with the University Works

**#3:** We incorporate the University Community into what we do:

- Public affairs shows hosted by faculty and alumni
- Incorporating faculty experts into our news coverage
- Extensive coverage of Seton Hall athletics
- Broad representation on the WSOU Advisory Board
- Annual Christmas message from the president
- Partnerships with faculty on curriculum, other academic activities, scholarship, and more

# About that Last Bullet on Partnerships

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# About that Last Bullet on Partnerships



# Key Reasons Why Our Relationship with the University Works

## #4 We Act Professionally:

- Pre-professional mission
- Structure model
- Policies
- Contracts
- Accountability
- Appearance
- Professional memberships
- OEM resource
- Servant-leadership

# Key Reasons Why Our Relationship with the University Works

## #5 We Tell Our Story:

- We are our own PR agency
- Media mentions
- Annual meeting with the University President
- Regular communication with our Dean, SHU Media Relations, Government Relations, Alumni Relations, etc.
- Regular communication with our alumni
- Regular interaction with faculty, staff, students, and prospective students
- WSOU Hall of Fame, *WSOU Presents*, Special Events, etc.
- Awards

# How This Looks in Practice



# Put Your Station on Your College's Radar Screen

- Make Your Station Visible
- Tell Your Story on and off Campus
- Meet with the Administration Regularly
- Do Things of Value for your College
- Partner with University Departments, Clubs, Professors, etc.
- Incorporate Stakeholders into your Operations
- Run Your Station Professionally!

# Covering Your College's Sports Teams



# Ways to Cover the Home Team

- Dedicated weekly programming and shows
- Interviews with coaches and players
- Include scores, schedule and breaking news in on-air updates and social media posts
- Play-by-play coverage of games



# ICTV Sports and the Bombers Radio Network

- This fall, WICB and VIC Radio have provided play-by-play coverage of more than a dozen Ithaca games
- Daily sports updates on both radio stations featuring Ithaca scores
- Interviews and reporting during WICB's weekly show, *Ithaca Sports Talk*
- ICTV's coverage of Ithaca College Football includes play-by-play coverage of its five home games
- Game recaps, analysis and interviews with Ithaca players and coaches during weekly shows, *The Gridiron Report* and *Sports Final*



# Getting Access

- How do you set up weekly interview times?
- How do you get reserved spots in the press box?
- How do you get schedule updates and alerts?

**The Key is Developing a Strong Relationship Between Your Station and the College's Athletics Department**

# Introduce Yourself

## Get to know your college's Sports Information Directors

- Show up to games, events and practices early
- Exchange cell phone numbers
- Go through the proper steps of setting up interviews and organizing broadcasts
- Be transparent
- Connect with them on social media

# Keys to a Strong Relationship

- Communicate
- Set Expectations
  - Develop a broadcast schedule at the beginning of each semester and stick to it!
- Be Reliable

**Remember, a good relationship between stations and a college's athletics department provides something for both parties to gain**

# Nights, Weekends and Breaks

- In the previous slide, I noted the importance of setting expectations and a broadcast schedule
- Covering college sports is a commitment
- Don't forget, games are often played during "time off"



# Cover it All

- Ithaca College has twenty-five varsity sports
- A college's athletics department is more than just football, men's basketball and baseball



**This fall, WICB and VIC have broadcast sports such as Men's and Women's Soccer, Field Hockey and Volleyball**

# A Station's Sports Coverage is Important

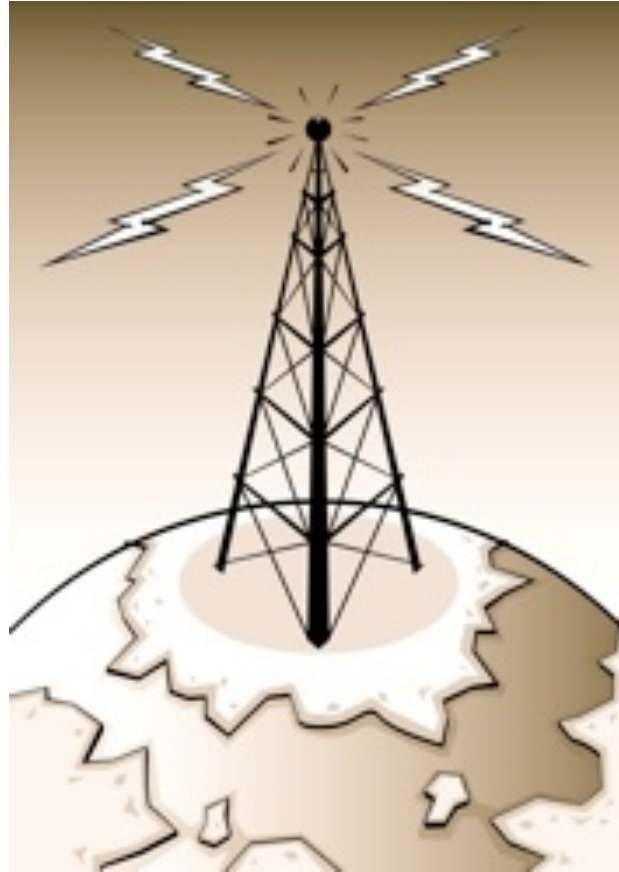
- Provides entertainment for listeners / viewers
- Valuable hands-on experience for aspiring sports broadcasters, producers and engineers
- Opportunity to connect with campus community



# Now It's Your Turn!

- Questions
- Challenges
- Stories

Thank You!



**WICB**  
**91.7FM** ITHACA

